

**PENNSYLVANIA HEALTH CARE ASSOCIATION**  
**ANNUAL BUSINESS MEETING**  
**Wednesday, November 14, 2018• 8:30 AM**  
**Valley Forge Casino & Resort, King of Prussia, Pennsylvania**

**Call to Order:** Sue Morey, Chair, called the meeting to order at 8:30 AM. Sue welcomed attendees, made announcements of upcoming convention activities. Sue then introduced Sean Buckman, incoming PHCA Chair. Sean introduced the 2018/2019 PHCA Board officers: Sean Buckman, Chair; Karen McCormack, Vice Chair; Steve Tack, Secretary/Treasurer and AL/PC Board Chair, Leslie Ray. Sean recognized all PHCA and AL/PC board members and their contributions by asking them to stand. Members were asked if there was any new business to bring before the Association. Hearing none, Sean introduced Russ McDaid, President and CEO of PHCA.

The business meeting concluded at 8:37 AM.

**State of the Association Update:** Russ McDaid, President and CEO of PHCA, began by thanking Sue, Sean, the officers and the Boards of Directors.

Russ then introduced the Staff of PHCA:  
Andrew Davis, Administrative Assistant  
Carly Jerome, Director of AL/PC  
Chris Fisher, Director of Quality Initiatives  
Beth Weachter, Director of Membership and Marketing  
Zane Barrick, Data Administrator  
Pete Tartline, Executive VP and COO  
Eric Kiehl, Director of Communications & Public Affairs  
Zach Shamberg, Director of Advocacy  
Beth Graham, Accounting and Administrative Coordinator  
Gail Weidman, Director of Policy and Regulatory Affairs  
Wendy Johnson, Director of Education and Events

Russ went on to highlight the work the staff has done during 2018. He started with important fixes to issues with the MDOI payments to high facilities and the nursing facility assessment program under CHC. He shared PHCA's work with the legislature to provided the first increase in 4 years for Medicaid funded nursing facilities. Lastly, drafting revisions to the Assisted Living Regulations. He went on to talk about the three events the Board and PAC leaders had with the three Republican candidates for Governor. PHCA had an individual conversation with every candidate for Governor at one point during the election cycle. PHCA has built a strong relationship with Speaker Mike Turzai, which was evident during a breakfast at the Harrisburg office. Within a few minutes, Speaker Turzai instructed his staff to pull together a meeting with several members of the House to discuss support for PHCA's Tort Reform Bill, House Bill 1037, and gain their support. The Speaker's support and the leadership exhibited by the Bill's prime sponsor, Warren Kampf, ensured that this Bill got a fair hearing. Unfortunately, the Bill was defeated by 91 to 102. Russ shared the courage of Pam DeLissio who stood against her party and the Trail Bar.

Russ talked about the challenges this sector faces and their solutions. He reminded everyone that engagement is not enough to get actual victories. PHCA has been working to be frank and candid

with the media and policy makers on our members' behalf. Using shortfalls and margins, graphs and charts, and descriptions of the impact on caregivers and residents in budget advocacy. He shared that these are the established rules as it relates to messaging our budgetary 'asks'. He went on to talk about the poster campaign, giving credit to those who stood with us and holding those accountable who voted against us.

Russ went on to share election updates and what that means for our sector. In Pennsylvania, Governor Wolf and U.S. Senator Bob Casey kept their jobs in landslides. Congressional lines re-drawn by the PA Supreme Court and the 'blue-wave', lead to Pennsylvania's Congressional delegation to be split between Democrats and Republicans. PHCA lost a number of strong supporters and friends in the state legislature on election day. Leaders like Warren Kampf, who sponsored HB1037, Eric Roe, a freshman rising star within the Caucus and Becky Corbin. The state House stands at 108-95 Republican, and our Senate stands at 29-21. Russ asked for each facility to designate a grassroots advocacy champion. Champions go beyond completing advocacy tasks. They develop a strong relationship with legislators. They ensure that residents and families are involved in telling our story.

In closing, Russ laid out the vision for being bold. He challenged everyone to stand up for the care they provide each day. PHCA must work to get beyond a place at the table. PHCA must have the relationships to turn a "no" and "maybe" into a yes in the legislature. PHCA must hold legislators accountable when they tell us something can't or won't get done. It means going on 'offense' in the media and generating positive stories that show the compassionate, quality care provided daily. Finally, Russ charged everyone to pick a bold commitment and make it happen before Thanksgiving and then again before the December holidays. He thanked everyone for their commitment to PHCA and to enjoy the rest of the convention.